GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:439
ANSWERED ON:19.12.2002
DD COMMITTEE TO RESEARCH AND SOCIAL MARKETING .
UMMAREDDY VENKATESWARLU

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan has constituted a committee to advise it on qualitative research and social marketing;

(b) if so, the details of this committee and its objectives;

(c) whether outside ratings agencies are unable to properly guide Doordarshan in this matter;

(d) if so, the details of steps proposed/likely to be proposed to enhance the ability of Doordarshan to properly focus its programmes after assessing the reach of each of their programmes; and

(e) the steps proposed/likely to be proposed to revamp Doordarshan to hold its market share?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (e): A Statement is laid on the Table of the House.

Statement as referred to in reply to Lok Sabha Starred Question No. 439 to be answered on 19.12.2002.

(a) & (b): Prasar Bharati has informed that Doordarshan has constituted a Research AdvisoryCommittee consisting of eminent personalities in the field of Communication Research to advise Doordarshan on strengthening in-house research and improvement of programme content/quality.

(c): It is the considered views of Prasar Bharati that the rating agencies`sample does not adequately represent the viewership of Doordarshan. The sample size of the outside rating agency is limited to only 27 Cities/Towns, whereas the reach of Doordarshan lies in smaller cities and villages also.

(d): Doordarshan`s Research Unit is being revamped suitably to facilitate proper assessment andfeedback mechanism to enable restructuring of content and format of programme, according to viewers` needs and preferences.

(e): Prasar Bharati has informed that Doordarshan has taken various steps to cope up with thechanges in the market scenario so as to boost revenue during the coming years, such as improvement in the quality of content and presentation of channels, improvement in the quality of transmission, usage of more flexible rate card to meet challenges of the competitive market environment, introduction of effective system of advertising of Doordarshan`s channels and programmes. Steps have also been taken to exploit full commercial potential of various programmes. Doordarshan has created its own marketing set up and a separate Development Communication Division to look after business of various Government Ministries/Departments and Public Sector Undertakings.